

Daftar Pustaka

- A, A. Y. (2012). Potential Impacts of Climate Change on Waste Management in Ilorin City Nigeria . *Global Journal of HUMAN SOCIAL SCIENCE, 12(6)*.
- Agag, G., & Colmekcioglu, N. (2020). Understanding guests' behavior to visit green hotels: The role of ethical ideology and religiosity. *International Journal of Hospitality Management, 91*, 102679.
<https://doi.org/10.1016/j.ijhm.2020.102679>
- Andini, S. A., & Arida, I. N. (2019). Pengelolaan air Limbah Hotel Dan Pemanfaatannya Dalam Pembangunan Pariwisata berkelanjutan. *JURNAL DESTINASI PARIWISATA, 7(2)*, 339.
<https://doi.org/10.24843/jdepar.2019.v07.i02.p19>
- Andriani, D. (2019, August 2). *Komitmen hotel Borobudur terhadap Kelestarian Lingkungan: Kabar24*. Bisnis.com. Retrieved September 6, 2021, from <https://kabar24.bisnis.com/read/20190802/79/1132126/komitmen-hotel-borobudur-terhadap-kelestarian-lingkungan>.
- antara, i ketut. (2016). PENGARUH KONSEP GREEN HOTEL TERHADAP MINAT BERKUNJUNG WISATAWAN KE KABUPATEN BADUNG BALI.
- Apriyono, A. (2017, September 30). *Ini Dia 10 Hotel RAMAH Lingkungan PEMENANG Green HOTEL AWARD*. liputan6.com. Retrieved September 4, 2021, from <https://www.liputan6.com/lifestyle/read/3110639/ini-dia-10-hotel-ramah-lingkungan-pemenang-green-hotel-award>.
- Apuke, O. D. (2017). Quantitative research methods : A synopsis approach. *Kuwait Chapter of Arabian Journal of Business and Management Review, 6(11)*, 40–47. <https://doi.org/10.12816/0040336>
- astuti, N. luh gede sari dewi. (2018). PERAN GREEN TRUST DAN GREEN SATISFACTION MEMEDIASI HUBUNGAN GREEN IMAGE DENGAN GREEN LOYALTY. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*.
- Baiquni, A. M., & Ishak, A. (2019). The green purchase intention of Tupperware products: the role of green brand positioning. *Jurnal Siasat Bisnis, 23*.
- Belén del Río, A., Vázquez, R., & Iglesias, V. (2001). The effects of brand associations on consumer response. *Journal of Consumer Marketing, 18(5)*, 410–425. <https://doi.org/10.1108/07363760110398808>

- Bender, A. (2013, April 22). *Survey: Two-thirds of travelers want green Hotels. Here's how to book them.* Forbes. Retrieved September 3, 2021, from <https://www.forbes.com/sites/andrewbender/2013/04/22/survey-two-thirds-of-travelers-want-green-hotels-heres-how-to-book-them/?sh=2e241c4a2e2f>.
- Berezan, O., Raab, C., Yoo, M., & Love, C. (2013). Sustainable hotel practices and nationality: The impact on guest satisfaction and guest intention to return. *International Journal of Hospitality Management*, 34, 227–233. <https://doi.org/10.1016/j.ijhm.2013.03.010>
- Bhatt, D. P., & E P Venkatesh, E. P. (2012). Association between levels of satisfaction and educational background of retail customers with regard to phone Banking – a Bangalore Based empirical study. *International Journal of Scientific Research*, 3(2), 65–67. <https://doi.org/10.15373/22778179/feb2014/21>
- biesok, G. (2011). Customer satisfaction — Meaning and methods of measuring. *Bielsko-Biała: Wydawnictwo Naukowe Akademii Techniczno-Humanistycznej w Bielsku-Białej*.
- Brun, I., Rajaobelina, L., Ricard, L., & Amiot, T. (2020). Examining the influence of the social dimension of customer experience on trust towards travel agencies: The role of experiential predisposition in a multichannel context. *Tourism Management Perspectives*, 34, 100668. <https://doi.org/10.1016/j.tmp.2020.100668>
- Chandra, B., & Verma, V. K. (2018). Intention to implement green hotel PRACTICES: Evidence from INDIAN hotel industry. *International Journal of Management Practice*, 11(1), 24. <https://doi.org/10.1504/ijmp.2018.10008645>
- Chandra, B., & Verma, V. K. (2018). Intention to implement green hotel PRACTICES: Evidence from INDIAN hotel industry. *International Journal of Management Practice*, 11(1), 24. <https://doi.org/10.1504/ijmp.2018.10008645>
- Chen, Y.-S., Lin, C.-Y., & Weng, C.-S. (2015). The influence of environmental friendliness on Green Trust: The mediation effects of green satisfaction and green perceived quality. *Sustainability*, 7(8), 10135–10152. <https://doi.org/10.3390/su70810135>
- Christiani, L. C. (2020). Generasi Z dan Pemeliharaan Relasi Antar Generasi dalam Perspektif Budaya Jawa. *Jurnal Untidar*, 4(2).
- darmawan, didit. (2019). The Effect Of Customer Satisfaction, Customer Trust On Custromer Loyalty Of The Card Users Of PT. Indosat Tbk, 3.

- Dbg. (2021, August 10). *Hotel Borobudur Jakarta*. Setiap Gedung Punya Cerita. Retrieved September 8, 2021, from <https://setiapgedung.web.id/2020/05/hotel-borobudur-jakarta.html>.
- Fida, B. A., Ahmed, U., Balushi, Y. A., & Singh, D. (2020). Impact of Service Quality on Customer Loyalty and Customer Satisfaction in Islamic Banks in the Sultanate of Oman. <https://doi.org/10.1177/2158244020919517>
- Giese, J., & Cote, J. (2000). Defining Consumer Satisfaction. *Academy of Marketing Science Review*.
- Gupta, S., Gupta, T., & Shainesh, G. (2018). Navigating from programme loyalty to company Loyalty. *IIMB Management Review*, 30(3), 196–206. <https://doi.org/10.1016/j.iimb.2018.01.009>
- Hidayatullah, S., Waris, A., & Devianti, R. C. (2018). Perilaku Generasi milenial Dalam MENGGUNAKAN aplikasi go-food. *JURNAL MANAJEMEN DAN KEWIRASAHAAN*, 6(2). <https://doi.org/10.26905/jmdk.v6i2.2560>
- Hossain, A. (2018). Sources of CONSUMERS awareness toward green products and its impact on purchasing decision in Bangladesh. *Journal of Sustainable Development*, 11(3), 9. <https://doi.org/10.5539/jsd.v11n3p9>
- Hsiao, T.-Y., Chuang, C.-M., & Huang, L. (2018). The contents, determinants, and strategic procedure for implementing suitable green activities in star hotels. *International Journal of Hospitality Management*, 69, 1–13. <https://doi.org/10.1016/j.ijhm.2017.10.005>
- Hunt, S. D. (2019). The ethics of branding, customer-brand relationships, brand-equity strategy, and branding as a societal institution. *Journal of Business Research*, 95, 408–416. <https://doi.org/10.1016/j.jbusres.2018.07.044>
- Hussain, H., & Khan, K. (2021). The role of green practices toward the green word-of-mouth using stimulus-organism-response model. *Journal of Hospitality and Tourism Insights*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/jhti-04-2021-0096>
- Ini Lima perilaku GEN-Z di INDONESIA yang Harus DICERMATI BRAND.* MIX Marcomm. (2021, April 20). Retrieved September 10, 2021, from <https://mix.co.id/marcomm/news-trend/ini-lima-perilaku-gen-z-di-indonesia-yang-harus-dicermati-brand/>.
- Jakarta, N. O. W. (2020, June 30). *Hotel borobudur named leading green hotel*. NOW JAKARTA | Hotel Borobudur Named Leading Green Hotel. Retrieved September 6, 2021, from

<https://www.nowjakarta.co.id/business/industries/hotel-borobudur-named-leading-green-hotel>.

Jeon, S. M., Jeong, W., & Kim, D. (2017). The effects of green hotel practices on hotel image, visit intention, and word-of-mouth: Focusing on the moderating roles of consumer environmental worldviews. *PEOPLE: International Journal of Social Sciences*, 1(1), 491–499.
<https://doi.org/10.20319/pijss.2015.s11.491499>

Jin, C. H., Yoon, M. S., & Lee, J. Y. (2019). The influence of Brand Color Identity on Brand Association and loyalty. *Journal of Product & Brand Management*, 28(1), 50–62. <https://doi.org/10.1108/jpbm-09-2017-1587>

Jumlah kunjungan wisman ke Indonesia Desember 2018 mencapai 1,41 juta kunjungan. Badan Pusat Statistik. (2019, March). Retrieved September 4, 2021, from <https://www.bps.go.id/pressrelease/2019/02/01/1543/jumlah-kunjungan-wisman-ke-indonesia-desember-2018-mencapai-1-41-juta-kunjungan.html>.

Kam, C. C., & Meyer, J. P. (2015). How careless responding and acquiescence response bias can influence construct dimensionality. *Organizational Research Methods*, 18(3), 512–541.
<https://doi.org/10.1177/1094428115571894>

Karlíček, M., Tomek, I., & Krizek, M. (2010). Word-of-Mouth Marketing: An Integrated Model. *Prague University of Economics and Business*.

Kartika, N. P. E. D., & Suparna, G. (2017). PERAN GREEN PERCEIVED QUALITY MEMEDIASI HUBUNGAN ANTARA ENVIRONMENTAL FRIENDLINESS DENGAN GREEN TRUST. *E-Jurnal Manajemen Unud*, 6(5).

Kaur, G., & Mahajan, N. (2011). Exploring the impact of brand equity and customer satisfaction on customer loyalty. *Metamorphosis: A Journal of Management Research*, 10(2), 27–47.
<https://doi.org/10.1177/0972622520110204>

Krisno, D., & Samuel, H. (2013). Pengaruh Perceived Quality, Perceived Sacrifice dan Perceived Value terhadap Customer Satisfaction di Informa Innovative Furnishing Pakuwon City Surabaya . *Jurnal Manajemen Pemasaran Petra*, 1(1).

Lampert, A. (2019). Over-exploitation of natural resources is followed by inevitable declines in economic growth and discount rate. *Nature Communications*, 10(1). <https://doi.org/10.1038/s41467-019-09246-2>

- Lee, S., & Heo, C. Y. (2009). Corporate social responsibility and customer satisfaction among US publicly traded hotels and restaurants. *International Journal of Hospitality Management*, 28(4), 635–637.
<https://doi.org/10.1016/j.ijhm.2009.02.007>
- Levy, S. J. (2012). A history of the concept of branding: Practice and theory. *Journal of Historical Research in Marketing*, 4(3), 347–368.
<https://doi.org/10.1108/17557501211252934>
- Marques, C., da Silva, R. V., Davcik, N. S., & Faria, R. T. (2020). The role of brand equity in a new rebranding strategy of a private label brand. *Journal of Business Research*, 117, 497–507.
<https://doi.org/10.1016/j.jbusres.2020.06.022>
- Maurya, U. K., & Mishra, P. (2012). What is a brand? A Perspective on Brand Meaning. *European Journal of Business and Management*, 4.
- Millar, M., & Baloglu, S. (2011). Hotel Guests' preferences for green guest Room Attributes. *Cornell Hospitality Quarterly*, 52(3), 302–311.
<https://doi.org/10.1177/1938965511409031>
- Millennials survey: 'refugees are welcome, robots can't be trusted, climate change is our biggest concern'*. World Economic Forum. (n.d.). Retrieved September 6, 2021, from <https://www.weforum.org/press/2017/08/millennials-survey-refugees-are-welcome-robots-can-t-be-trusted-climate-change-is-our-biggest-concern/>.
- Mischa. (2017, November 7). *Population and environment: A global challenge*. Curious. Retrieved September 2, 2021, from <https://www.science.org.au/curious/earth-environment/population-environment>.
- Mohd Suki, N. (2015). Consumers' environmental behaviour towards staying at a green hotel. *Management of Environmental Quality: An International Journal*, 26(1), 103–117. <https://doi.org/10.1108/meq-02-2014-0023>
- Moise, M. S., Gil-Saura, I., & Ruiz Molina, M. E. (2021). The importance of green practices for hotel guests: Does gender matter? *Economic Research-Ekonomska Istraživanja*, 1–22.
<https://doi.org/10.1080/1331677x.2021.1875863>
- Mudanganyi, M., & Muposhi, A. (2019). The Influence of Customer-Based Brand Equity on Customer Satisfaction and Brand Loyalty: Evidence from South African Mobile Telecommunications Industry. *INTERNATIONAL JOURNAL OF BUSINESS AND MANAGEMENT STUDIES*, 11(9).

- Nguyen, N., Leclerc, A., & LeBlanc, G. (2013). The mediating role of customer trust on customer loyalty. *Journal of Service Science and Management*, 06(01), 96–109. <https://doi.org/10.4236/jssm.2013.61010>
- Pasfatima Mbulu, Y., & Adhi Gunadi, I. M. (2018). Green hotel and its implementation in Indonesia (Case STUDY: Aston hotel a Resort Bogor, Neo hotel, and Fave hotel). *Proceedings of the 2nd International Conference on Tourism, Gastronomy, and Tourist Destination (ICTGTD 2018)*. <https://doi.org/10.2991/ictgtd-18.2018.37>
- PENGARUH KEPERCAYAAN PELANGGAN TERHADAP word of MOUTH, Niat BELI dan RETENSI pelanggan Gerai Indomaret DI SURABAYA. (2014). *Journal of Business and Banking*, 4(1), 31. <https://doi.org/10.14414/jbb.v4i1.291>
- Poranki, K. R. (2015). The Impact of Brand Awareness on Customer Satisfaction: A Case Study of Godfrey Phillips India Limited, India. [Www.theinternationaljournal.org/](http://www.theinternationaljournal.org/), 5(1).
- Priscilla. (2019, September 30). *Hotel Borobudur Jakarta yang ramah lingkungan*. Panorama Magazine. Retrieved September 8, 2021, from <https://panorama.id/travel-updates/hotel-borobudur-jakarta-yang-ramah-lingkungan>.
- Rahayu, R., & Yahya, D. (2019). Service Quality, Consumer Perception, Brand Awareness, and Consumer Satisfaction on Instagram. *Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya*.
- Rahmafitriah, F. (2011). ECO-RESORT DAN GREEN HOTEL DI INDONESIA : MODEL SARANA AKOMODASI YANG BERKELANJUTAN. *Jurnal Management Resort & Leisure*, 11(2). <https://doi.org/https://doi.org/10.17509/jurel.v11i2.2956>
- Ramdhani, R. (n.d.). THE EFFECT OF BRAND AWARENESS AND PERCEIVED QUALITY ON CUSTOMER SATISFACTION OF STARBUCKS COFFEE IN MALANG.
- Ruiz-Real, J. L., Uribe-Toril, J., & Gázquez-Abad, J. C. (2020). Destination branding: Opportunities and new challenges. *Journal of Destination Marketing & Management*, 17, 100453. <https://doi.org/10.1016/j.jdmm.2020.100453>
- S. Kalaivani, S. K., & S. Kavitha, S. K. (2011). A study on emotional intelligence for women's with special reference to erode district. *Indian Journal of Applied Research*, 3(6), 339–342. <https://doi.org/10.15373/2249555x/june2013/113>

- Sammut-Bonnici, T. (2015). Brand and branding. *Wiley Encyclopedia of Management*, 1–3. <https://doi.org/10.1002/9781118785317.weom120161>
- Samudro, A., Sumarwan, U., Simanjuntak, M., & Yusuf, E. Z. (2020). Assessing the effects of perceived quality and perceived value on customer satisfaction. *Management Science Letters*, 1077–1084. <https://doi.org/10.5267/j.msl.2019.11.001>
- Sanjaya, W. (2013). PENGARUH TRUST IN A BRAND TERHADAP BRAND LOYALTY PADA KONSUMEN AIR MINUM AQUA DI BABARSARI YOGYAKARTA.
- Shariq, M. (2018). BRAND EQUITY DIMENSIONS-A LITERATURE REVIEW. *ICFAI Business School*, 5(3).
- Sinangjoyo, N. J. (2015). Green Hotel Sebagai Daya Saing Suatu Destinasi. *Jurnal Nasional Pariwisata*, 5(2).
- Singjai, K., Winata, L., & Kummer, T.-F. (2018). Green initiatives and their competitive advantage for the hotel industry in developing countries. *International Journal of Hospitality Management*, 75, 131–143. <https://doi.org/10.1016/j.ijhm.2018.03.007>
- Sofyan, L. (2014). STUDI PENGELOLAAN SAMPAH HOTEL DAN PROSPEK PENGEMBANGANNYA DI KOTA MAKASSAR.
- Stylidis, K., Wickman, C., & Söderberg, R. (2019). Perceived quality of products: A framework and attributes ranking method. *Journal of Engineering Design*, 31(1), 37–67. <https://doi.org/10.1080/09544828.2019.1669769>
- Subramanian, K. (2018). The Crisis of Consumption of Natural Resources. *ResearchGate*, 2(4).
- Sugianto, E., & Kurniawan, C. J. (2017). Pengaruh Program Green Hotel Terhadap Minat Beli Konsumen Di Hotel Di Indonesia. *Jurnal Hospitality Dan Manajemen Jasa*.
- Suharno, S., & Abidin, Z. (2020). THE effect of service quality and customer trust on customer satisfaction and customer LOYALTY PT surya RAFI BERSAUDARA. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 4(03). <https://doi.org/10.29040/ijebar.v4i03.1283>
- Suhartanto, D., Marwansyah, M., Muflih, M., Najib, M. F., & Faturohman, I. (2019). Loyalty Formation toward halal food. *British Food Journal*, 122(1), 48–59. <https://doi.org/10.1108/bfj-03-2019-0188>

- Susanti, V., Sumarwan, U., Simanjuntak, M., & Yusuf, E. Z. (2019). How to manage customer satisfaction through brand association and perceived value strategy. *GATR Journal of Management and Marketing Review*, 4(3), 184–193. [https://doi.org/10.35609/jmmr.2019.4.3\(3\)](https://doi.org/10.35609/jmmr.2019.4.3(3))
- Teng, C. C., & Lu, A. C. C. (2018). Driver on consumer's behavioral towards green hotel practices. *International Journal of International Contemporary Hospital Management*, 30(2).
- Topic, M., & Mitchell, B. (2020). Generation Z And Consumer Trends In Environmental Packaging . *The Retail Institute*.
- Van Vaerenbergh, Y., & Holmqvist, J. (2014). Examining the relationship between language divergence and word-of-mouth intentions. *Journal of Business Research*, 67(8), 1601–1608. <https://doi.org/10.1016/j.jbusres.2013.09.008>
- Verma, V. K., & Chandra, B. (2018). An application of theory of PLANNED behavior to Predict young INDIAN consumers' green hotel Visit intention. *Journal of Cleaner Production*, 172, 1152–1162. <https://doi.org/10.1016/j.jclepro.2017.10.047>
- Wang, J., Wang, S., Xue, H., Wang, Y., & Li, J. (2018). Green image and consumers' word-of-mouth intention in the green hotel industry: The moderating effect of millennials. *Journal of Cleaner Production*, 181, 426–436. <https://doi.org/10.1016/j.jclepro.2018.01.250>
- Yu, Y., Li, X., & Jai, T.-M. (C. (2017). The impact of Green experience on CUSTOMER Satisfaction: Evidence from TripAdvisor. *International Journal of Contemporary Hospitality Management*, 29(5), 1340–1361. <https://doi.org/10.1108/ijchm-07-2015-0371>
- Yusof, Y., Awang, Z., Jusoff, K., & Ibrahim, Y. (2017). The influence of green practices by non-green hotels on customer satisfaction and loyalty in hotel and Tourism Industry. *International Journal of Green Economics*, 11(1), 1. <https://doi.org/10.1504/ijge.2017.082716>